

What is uConnect?

uConnect is a simple, powerful, easy to use online mobile messaging service that enables you to quickly create and send bulk SMS messages, group text messages, voice messages and smart mobile-optimized content such as coupons to large numbers of people in over 200 countries worldwide.

How does it work?

1. Create your account - it's free and only takes a minute or so.
2. Create your groups and add or import your contacts.
3. Decide what type of message you wish to send and send it instantly.

What can I use it for?

1. Send instant notifications and alerts to your customers.
2. Communicate directly with your customers on a more personal level.
3. Run standard text message marketing campaigns and promotions.
4. Send mobile coupons and discount vouchers to your customers.
5. Send special offers, deals, and rewards to your loyalty club.
6. Use ready-made tools to help build your database of mobile numbers.

What is a mobile marketing campaign?

A mobile marketing campaign is any promotional program that involves the delivery of marketing or advertising material directly to a mobile phone. uConnect delivers all messages and marketing content to mobile phones using a combination of SMS and the web, allowing you to reach the widest audience possible.

Is mobile marketing permission-based?

In a nutshell, yes. SMS marketing and text message marketing require that people must opt-in before you can send marketing, advertising, or promotional content to their mobile phone. While different countries have slightly different rules and regulations, it is primarily about respecting the rights of consumers.

What are the main points to consider?

1. Ensure your customers have opted-in before sending them a marketing text.
2. Make it as easy as possible for your customers to opt-out.
3. Ensure your marketing messages have real value to your customers.
4. Send text messages at times that makes most sense for your customers.
5. Try and establish a regular pattern of communication so your customers know what to expect.

How do I get people to opt-in?

The success of any text marketing or mobile marketing campaign will depend on how it is promoted and how many subscribers you can entice into signing up. The list below covers the most important information that you should make your audience aware of, regardless of what medium you use to promote your campaign.

1. Offer a good incentive to join by running a competition or responding with a discount.
2. Disclose any costs that may be incurred by the person joining.
3. Let potential subscribers know that they can opt-out at any time.
4. Give a clear indication of the type and frequency of information you will be sending.

How can uConnect help me to gather subscribers?

With uConnect, you create a mobile club, which is a special group that subscribers to your campaign will be saved to. Once your club is created, you can directly add or import contacts to this group and you also get two key tools to help you capture opt-ins.

1. A free txt2join keyword on our long number.
2. A free sign-up form that you can brand and add to your website.

What is a txt2join keyword?

A keyword is a unique command word that your customers or subscribers can text to a predefined long number or short code, in order to join your mobile club. uConnect automatically adds the mobile number of the person joining to your mobile club group as well as their name or e-mail, if specified. You can also configure a thank you text message to be sent in response. Example: text CALLME followed by your name or e-mail to 087-1781632

What are long numbers and short codes?

A long number is just a standard mobile number that can receive text messages but is not attached to a physical handset. With uConnect, keywords can be registered for free on our long numbers and can be configured directly from your account.

A short code is a memorable 5 or 6 digit number (Example: 55555) on which keywords are rented. Unlike our long numbers, each keyword registered against a short code requires an initial set-up fee and an on-going monthly rental fee. uConnect only supports standard and free-text short codes and keywords. For more information on short codes, please contact us directly.

When should I use short codes?

If it falls within your budget, registering your keyword against a short code will always be the better option, simply because these 5-digit numbers are easier for people to remember. The following list outlines key scenarios where we would strongly advise you to consider using short codes.

1. Advertising your txt2join mobile club keyword on radio or television.
2. Promoting your txt2join mobile club keyword on outdoor billboards.
3. Promoting your txt2join mobile club keyword on window displays and print media.

How does the website signup form work?

Once you've created your uConnect mobile club, you can start tailoring our standard signup form to your own look and feel. You can change pretty much all aspects of the form, including the banner, promotional image, title, description, and terms. The signup form can be easily added to your website by including a simple instruction and a link on any pages you would like it to appear on.

How can my subscribers opt-out?

Subscribers can opt-out of your mobile club at any time for free by visiting <http://out.uconnect.ie/> and completing the opt-out form provided. Alternatively, a person can text the word STOP to the long number or short code your keyword is assigned to and they will be automatically removed from your subscriber list. It is recommended that you mention the free opt-out option at the end of all marketing texts you send. Example: this weeks offer is 2-for-1 meal: Opt-out @ out.uconnect.ie

What types of message can I send?

1. Text Messages
2. Voice Messages
3. Mobile Coupons

What is a voice message?

Our Voice SMS service enables standard text messages to be converted to voice and delivered as a voice call directly to a mobile phone or landline number. What's more, recipients can acknowledge receipt of the message - an additional benefit of using Voice SMS over traditional SMS.

What is a mobile coupon?

A mobile coupon is basically a digital coupon or a paperless voucher that is delivered directly to a consumer's mobile phone. Unlike paper coupons that are distributed through newspapers and magazines, a mobile coupon uses a combination of a mobile and internet technologies. Using uConnect, mobile coupons are easy to create and can be pushed out to all your subscribers using the same technology as a standard text message. A link to the coupon is appended to the end of your message, and as this link is unique to every mobile phone, you can track exactly who has viewed or redeemed your offer.

Can visitors download coupons from my website?

Absolutely, our mobile coupon form uses the same technology as our mobile club signup form, allowing you to easily publish coupons that can be pulled on demand by visitors to your website.

How do I send messages?

Sending text messages, voice messages, and mobile coupons from uConnect is simple. You just type your message or choose your coupon, select the group you would like to send it to, and click send. The required number of credits will be automatically deducted from your credit balance.

What are credits?

uConnect operates using a pay-as-you-go credit system for sending all messages. For a full low-down on credits and purchasing, please visit our pricing page.

Can I try it out before buying?

Absolutely. We'd love you to. When you create your free trial account on uConnect, you get 25 credits to use for sending test messages, voice messages, and mobile coupons. You will have full access to all features and the only time you need to make a purchase is when you need to buy more credits.

Can I set who the messages come from?

When sending a text message or mobile coupon, you can configure the sender id that the message will come from. This can be your own mobile phone number or a custom tag that you can either set at account level or message level. When a person receives your message, it will show as coming from whichever number or tag you used when sending. If you choose to send from your own mobile number, the person can reply to you directly, as if you had sent the message from your own phone.